



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Innovative Advertising
403 North Columbia Street
Covington, LA 70433

Product
Brand
Salesperson
Buyer Name
Phone/Fax

CPE
986

Account Types
Billing Type

National/Political
Standard

Sales Tax
Net Total

\$73,482.50

Date Entered
Last Modified
Entered By
CO-OP
Headline #
Demo
Order Type
Package Deal
Commission %
Commission

09/26/12
10/31/12
Jill Hipskind
No
06344257

By Broadcast Month
Oct. 2012
Nov. 2012
Grand Total:

30
45
75

\$31,275.00
\$55,175.00
\$86,450.00

Contract # 333596

Schedule Dates
10/22/12-11/06/12

Last Modified
Entered By

Comments
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** , ROBERT PITTINGER FOR CONGRESS

Charlotte (WSOC)

By Broadcast Month

Spots

Rate

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	5A- 6A (EST)	4	X	X	X	X	X			4	\$425.00	\$1,700.00	Charlotte (WSOC)		9/26/12
2.0	Normal Line / Spot	10/29/12-11/02/12	5	:30	5A- 6A (EST)	5	X	X	X	X	X			5	\$425.00	\$2,125.00	Charlotte (WSOC)		9/26/12
3.0	Normal Line / Spot	11/05/12-11/06/12	5	:30	5A- 6A (EST)	2	X	X						2	\$425.00	\$850.00	Charlotte (WSOC)		9/26/12
4.1	End Dated Line / Spot	10/22/12-10/22/12	6	:30	7A- 9A (EST)	4	X								\$725.00		Charlotte (WSOC)		10/22/12
5.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	7A- 9A (EST)	5	X	X	X	X	X			5	\$1,075.00	\$5,375.00	Charlotte (WSOC)		10/22/12
6.1	Normal Line / Spot	11/05/12-11/06/12	4	:30	7A- 9A (EST)	2	X	X						2	\$1,075.00	\$2,150.00	Charlotte (WSOC)		10/22/12
7.0	Normal Line / Spot	10/22/12-10/26/12	5	:30	12P- 1P (EST)	4	X	X	X	X				4	\$375.00	\$1,500.00	Charlotte (WSOC)		9/26/12
8.1	Normal Line / Spot	10/29/12-11/02/12	5	:30	12P- 1P (EST)	4	X	X	X	X				3	\$375.00	\$1,125.00	Charlotte (WSOC)		10/22/12
9.0	Normal Line / Spot	11/05/12-11/05/12	5	:30	12P- 1P (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)		9/26/12
10.1	End Dated Line / Spot	10/22/12-10/22/12	5	:30	5P- 5:30P (EST)	4	X								\$900.00		Charlotte (WSOC)		10/22/12
11.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	5P- 5:30P (EST)	4	X	X	X	X	X			4	\$1,200.00	\$4,800.00	Charlotte (WSOC)		10/22/12
12.1	Normal Line / Spot	11/05/12-11/05/12	4	:30	5P- 5:30P (EST)	1								1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		10/22/12
13.1	End Dated Line / Spot	10/22/12-10/22/12	5	:30	7:30P- 7:56P (EST)	4	X								\$850.00		Charlotte (WSOC)		10/22/12
14.1	Normal Line / Spot	10/29/12-11/02/12	3	:30	7:30P- 7:56P (EST)	5	X	X	X	X	X			5	\$1,600.00	\$8,000.00	Charlotte (WSOC)		10/22/12

CONFIRMATION CONTRACT*

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



W50C.IV

Innovative Advertising
403 North Columbia Street
Covington, LA 70433

Contract #																			
333596																			
Advertiser		WSOC-TV 1901 North Tryon Street Charlotte, NC 28206-2700																	
Agency		POLJR PITTENGER/R/CON/INC (16652) Innovative Advertising (2144)																	
Product	Brand	Political (1065) 986 CONGRESS (138157)	Salesperson	Telerep/Philadelphia, Philadelphia (1057) Telerep/Philadelphia, Philadelphia (1057)	Sales Office	Buyer Name GUERRA, HEIDI	Phone/Fax	Comments	Order Type	Package Deal Commission % Commission	Normal	Date Entered 10/22/12-11/06/12							
Entered By	CO-OP	Jill Hipskind 06344257	Headline #	Demo	Net-Totals	Sales Tax	Comments	Standard	Order Type	Package Deal Commission % Commission	Normal	Last Modified 10/31/12							
Comments	*****THIS IS A CASH IN ADVANCE SCHEDULE ***** PITTENGER FOR CONG CONGRESS											Entered 10/22/12							
Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.1	Normal Line / Spot	11/05/12-11/05/12	3	:30P	7:30P- 7:56P (EST)	1								1	\$1,600.00	\$1,600.00	Charlotte (WSOC)		10/22/12
16.0	Normal Line / Spot	10/29/12-11/05/12	5	:30P	8P- 10P (EST)		1							2	\$6,000.00	\$12,000.00	Charlotte (WSOC)		9/26/12
19.0	Normal Line / Spot	10/24/12-10/31/12	5	:30P	10P- 11P (EST)									1	\$4,300.00	\$8,600.00	Charlotte (WSOC)		9/26/12
20.0	Normal Line / Spot	10/27/12-11/03/12	5	:30P	8P- 11:30P (EST)									1	\$2,500.00	\$5,000.00	Charlotte (WSOC)		9/26/12
21.1	End Dated Line / Spot	10/22/12-10/22/12	5	:30	11P- 11:35P (EST)		4	X							\$1,000.00		Charlotte (WSOC)		10/22/12
22.1	Normal Line / Spot	11/05/12-11/05/12	5	:30	11P- 11:35P (EST)			1						1	\$925.00	\$925.00	Charlotte (WSOC)		10/22/12
23.1	Normal Line / Spot	10/28/12-11/04/12	5	:30	6A- 7A (EST)									1	\$275.00	\$550.00	Charlotte (WSOC)		10/22/12
24.1	Normal Line / Spot	10/28/12-11/04/12	5	:30	7A- 8A (EST)									1	\$300.00	\$600.00	Charlotte (WSOC)		10/22/12
25.1	Normal Line / Spot	10/28/12-11/04/12	3	:30	8A- 9A (EST)									1	\$800.00	\$1,600.00	Charlotte (WSOC)		10/22/12
26.0	Normal Line / Spot	10/28/12-11/04/12	8	:30	6P- 6:30P (EST)									1	\$700.00	\$1,400.00	Charlotte (WSOC)		9/26/12
27.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	7A- 9A (EST)			X	X	X	X			4	\$1,075.00	\$4,300.00	Charlotte (WSOC)		10/22/12
28.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5P- 5:30P (EST)			X	X	X	X			4	\$1,200.00	\$4,800.00	Charlotte (WSOC)		10/22/12
29.0	Normal Line / Spot	10/23/12-10/26/12	3	:30	7:30P- 7:56P (EST)			X	X	X	X			4	\$1,600.00	\$6,400.00	Charlotte (WSOC)		10/22/12
30.0	Normal Line / Spot	10/23/12-11/02/12	5	:30	11P- 11:35P (EST)			X	X	X	X			8	\$925.00	\$7,400.00	Charlotte (WSOC)		10/22/12

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Covington, LA 70433

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Advertiser POL/R PITTINGERR/CON/NC (16652)

Agency Innovative Advertising (2144)
Product Political (1065)

Brand 986 CONGRESS (138157)
Salesperson Telerap/Philadelphia, Philadelphia (1057)

Sales Office Telerap/Philadelphia
Buyer Name GUERRA,HEIDI
Phone/Fax /

GPE 986
Account Types National/Political
Billing Type Standard
Comments PITTINGER FOR CONG
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** , ROBERT PITTINGER FOR CONGRESS

Charlottesville (WSOC)	By Broadcast Month	Spots	Rate
Oct. 2012	30	\$31,275.00	
Nov. 2012	45	\$55,175.00	
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